

## Message Text

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42

ACTION COME-00

INFO OCT-01 EUR-12 ISO-00 EB-07 USIA-15 FEAE-00 OES-05

AGR-10 /050 W

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R 190850Z JAN 76

FM AMEMBASSY BELGRADE

TO SECSTATE WASHDC 5276

INFO AMCONSUL ZAGREB

UNCLAS BELGRADE 0294

E.O. 11652: N/A

TAGS: BEXP, YO

SUBJECT: PROPOSED PROMOTION SCHEDULE FOR FY77

REF : STATE 298020 (1975)

1. SUMMARY: MISSION ACCEPTS PROPOSED TSS ON BOTH ENERGY SYSTEMS AND AVIONICS GROUND SUPPORT. WE BELIEVE MAJOR PROJECT REPORTING WHICH WOULD GENERATE MARKETING DATA ON SUPPORT TSS, PREFERABLE TO CATALOG SHOW FOR CHEMICALS. WE RECOMMEND USDOC EXHIBIT OF FOOD PROCESSING AND PACKAGING SHOW AT NOVI SAD FAIR. SUGGESTIONS FOR ADDITIONAL EVENTS WILL FOLLOW. ACTION REQUESTED: EARLY CONFIRMATION OF TSS.  
END SUMMARY.

2. POST HAS CONSIDERED REFTTEL AND HAS FOLLOWING VIEWS ON PROPOSED PROMOTION SCHEDULE FOR FY 77.

A. TSS ON ENERGY SYSTEMS, INCLUDED IN CCP FOR FY 76, ACCEPTABLE TO POST. TIMING IMPORTANT FROM OUR POINT OF VIEW. WE WOULD NOT WANT MISSION TO ARRIVE UNTIL LATE OCT. 1976 (IN ORDER PROMOTE EXHIBIT EFFECTIVELY WE NEED FOUR OR FIVE WEEKS AFTER YUGOSLAV VACATION SEASON ENDS IN MID-SEPTEMBER)

B. TSS ON AVIONICS, WHICH INCLUDED IN DRAFT CCP FOR FY 77, ACCEPTABLE TO POST. WE RECOMMEND IT BE HELD FIRST WEEK OF DECEMBER BUT ARE FLEXIBLE ABOUT TIMING SO LONG AS ADEQUATE  
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TIME GIVEN POST FOR PROMOTIONAL EFFORT. NOTE ALSO THAT TIMING

OF ENERGY AND AVIONICS TSS'S COULD BE REVERESED.

C. YUGOSLAV DEMAND FOR CHEMICALS AND TECHNOLOGY LIKELY TO BE HIGH IN YEARS AHEAD AND WE EXPECT SALES OF FOREIGN EQUIPMENT IN HUNDREDS OF MILLIONS OVER NEXT FIVE YEARS WITH US PROSPECTS GOOD FOR SUBSTANTIAL SHARE THESE IMPORTS. IMPORT CLIMATE SHOULD BE FAVORABLE BUT REQUIREMENTS LIKELY TO BE LARGELY FOR COMPLETE PLANTS AND PRODUCTION LINES, ALONG WITH RELATED TECHNOLOGY. POST BELIEVES THAT BEST WAY TO PROMOTE MARKET WOULD BE COMBINATION OF MAJOR PROJECT REPORTING AND TSS, TO INCLUDE US ENGINEERING FIRMS. CATALOG SHOW, FEATURING NEW TO MARKET FIRMS AND PIECES OF EQUIPMENT, LESS EFFECTIVE; FURTHERMORE MAY TIMING WOULD CONFLICT WITH POST'S RECOMMENDATION IN 1977 CCP FOR NOVI SAD AGRICULTURAL FAIR.

D. WE BELIEVE MARKET POTENTIAL FOR GOOD PACKAGING AND PROCESSING EQUIPMENT VERY GOOD, PARTICULARLY WITH PRIORITY YUGOSLAVS NOW GIVING TO FOOD SECTOR IN DOMESTIC PLANNING, AND THEIR NEED TO INCREASE EXPORTS AND PRODUCTIVITY. BELIEVE USDOC EXHIBIT BEST WAY PROMOTE THIS MARKET AND REITERATE THAT NOVI SAD FAIR FAR AND AWAY BEST SITE. WHILE GOOD LATENT DEMAND EXISTS FOR BIOMEDICAL EQUIPMENT, YUGOSLAV MEDICAL FACILITIES DO NOT HAVE AND ARE NOT LIKELY TO GET ADEQUATE FUNDS, PARTICULARLY FOREIGN EXCHANGE, FOR NEXT SEVERAL YEARS. EXCEPTION TO THIS MAY BE FOR MAJOR PRESTIGE PROJECTS, BUT HERE MAJOR PROJECT REPORTING MORE EFFECTIVE AND LESS COSTLY THAN USDOC EXHIBIT. WE HOPE THAT ADDITIONAL FUNDS WILL BE AVAILABLE AND REITERATE THAT IF THEY ARE, BEST PLACE TO SPEND THEM IS NOVI SAD.

E. YUGOSLAV IMPORT SYSTEM FOR 1976 NOT YET FINALIZED. TEMPORARY IMPORT RESTRICTIONS IMPOSED IN JUNE, 1975 EXPIRED ON DECEMBER 31ST AND INTERIM MEASURES OF A HOLDING NATURE ARE IN FORCE, PENDING ADOPTION OF NEW SYSTEM. WHEN DETAILS OF NEW SYSTEM APPEAR, WE WILL MAKE FURTHER RECOMMENDATIONS ON POSSIBLE THEMES FOR ADDITIONAL PROMOTIONAL EVENTS.

3. ACTION REQUESTED: WE WOULD APPRECIATE CONFIRMATION AS SOON AS POSSIBLE OF TSS'S AS PER PARA 2A AND 2B ABOVE.  
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## Message Attributes

**Automatic Decaptioning:** X  
**Capture Date:** 01 JAN 1994  
**Channel Indicators:** n/a  
**Current Classification:** UNCLASSIFIED  
**Concepts:** n/a  
**Control Number:** n/a  
**Copy:** SINGLE  
**Draft Date:** 19 JAN 1976  
**Decaption Date:** 01 JAN 1960  
**Decaption Note:**  
**Disposition Action:** n/a  
**Disposition Approved on Date:**  
**Disposition Authority:** n/a  
**Disposition Case Number:** n/a  
**Disposition Comment:**  
**Disposition Date:** 01 JAN 1960  
**Disposition Event:**  
**Disposition History:** n/a  
**Disposition Reason:**  
**Disposition Remarks:**  
**Document Number:** 1976BELGRA00294  
**Document Source:** CORE  
**Document Unique ID:** 00  
**Drafter:** n/a  
**Enclosure:** n/a  
**Executive Order:** N/A  
**Errors:** N/A  
**Film Number:** D760019-0904  
**From:** BELGRADE  
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**Office:** ACTION COME  
**Original Classification:** UNCLASSIFIED  
**Original Handling Restrictions:** n/a  
**Original Previous Classification:** n/a  
**Original Previous Handling Restrictions:** n/a  
**Page Count:** 2  
**Previous Channel Indicators:** n/a  
**Previous Classification:** n/a  
**Previous Handling Restrictions:** n/a  
**Reference:** 76 STATE 298020  
**Review Action:** RELEASED, APPROVED  
**Review Authority:** mendozsm  
**Review Comment:** n/a  
**Review Content Flags:**  
**Review Date:** 28 JUL 2004  
**Review Event:**  
**Review Exemptions:** n/a  
**Review History:** RELEASED <28 JUL 2004 by castelsl>; APPROVED <16 AUG 2004 by mendozsm>  
**Review Markings:**

Margaret P. Grafeld  
Declassified/Released  
US Department of State  
EO Systematic Review  
04 MAY 2006

**Review Media Identifier:**  
**Review Referrals:** n/a  
**Review Release Date:** n/a  
**Review Release Event:** n/a  
**Review Transfer Date:**  
**Review Withdrawn Fields:** n/a  
**Secure:** OPEN  
**Status:** NATIVE  
**Subject:** PROPOSED PROMOTION SCHEDULE FOR FY77  
**TAGS:** BEXP, YO  
**To:** STATE  
**Type:** TE  
**Markings:** Margaret P. Grafeld Declassified/Released US Department of State EO Systematic Review 04 MAY 2006